

Review of Disqualifying Criteria for draft Sponsorship Policy

Parks and Recreation
Commission
November 2nd, 2023



Presentation Agenda:

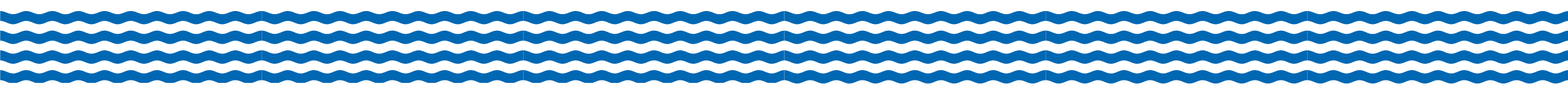
- Background
- What is a sponsor?
- Disqualifying Criteria
- Discussion



Sponsored booths at Summer Celebration, 2023

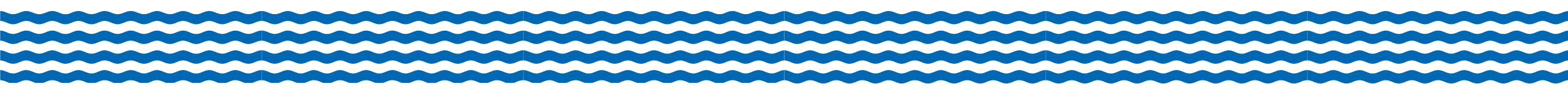
Background

- The City lacks a Sponsorship policy to guide the criteria and process for Sponsorship agreements.
- The City currently accepts and solicits sponsorships absent a formal policy.
- Annually, the Recreation Division has received approximately \$40,000 - \$70,000 in sponsorship revenue from organizations across the recreation, real estate, hospitality, and nonprofit industries.
- A majority of sponsors are Mercer Island organizations and businesses.



What is a sponsor?

A sponsor is a Person that provides funds, goods, or services to the City in exchange for recognition, acknowledgement, or other **promotional considerations or benefits** with respect to a City program, event, facility, or service.



CITY OF MERCER ISLAND SUMMER CELEBRATION JULY 15, 2023



EVENT DETAILS

- Target Audience: All Ages
- Anticipated Attendance: 10,000+
Community Reach: 25,000+
- Location: Mercerdale Park & Luther Burbank Park
- Date & Time: Saturday, July 15, 10am - 10pm
- Family Entertainment
Musical Concerts
Food Trucks
Fireworks Show

EVENT & SPONSOR CONTACT

Katie Herzog
katie.herzog@mercerisland.gov
206.795.8518

ENTERTAINMENT | FOOD | FIREWORKS COMMUNITY ENGAGEMENT AND MORE!

Mercer Island's Summer Celebration is the largest one-day event for the Island, featuring live music, food vendors, community groups, fireworks show and more!

Taking place at two locations--Mercerdale Park in the afternoon and Luther Burbank Park in the evening, this is an event to bring all Islanders together for family-oriented fun, emphasizing our wonderful community.

Sponsorship with The City of Mercer Island's Summer Celebration will maximize your exposure in an engaging and fun atmosphere, while showing your support to the Mercer Island community!

We can't wait to make you a part of this Island tradition!

SUMMER CELEBRATION! SPONSORSHIPS



PREMIER \$20,000

(Max. Sponsor - 1)

- Top Billing with Sponsor Name or Logo on all printed promotional event marketing materials, including but not limited to: posters, postcards, flyer, etc.
- Top Billing with Sponsor Name or Logo in all online event marketing and predominantly featured in the marketing and communications plan for this event.
- Spotlight in the City Manager's Council Report(s)
- Logo on festival staff t-shirts, as produced
- Sponsor name/logo featured in paid social media boost(s)
- Included in ad in the Mercer Island Reporter
- Sponsor logo featured on web & social media inclusion
- First right of refusal for next year's event
- Opportunities may occur such as official welcomes, sponsor give-away goody bags, table displays
- Display-sponsor-provided banner at event
- Sponsor name in "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor recognition within announcements from the entertainment stages
- On-site opportunity for sponsor-provided booth; allowed to sell or fundraise at booth
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name/logo and link on city's website

GOLD \$5,000

- Sponsor name or logo in print marketing opportunities (i.e. fest. schedule, posters, official guide)
- Sponsor logo featured on web & social media inclusion
- Display sponsor-provided banner at event
- Sponsor name in "Thank You" on city's social media
- Sponsor recognition within announcements
- On-site opportunity for sponsor-provided booth; allowed to see or fundraise at booth
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor logo and link on city's website

PRESENTING \$10,000

- Sponsor name/logo on print marketing (fest. schedule, poster, official guide) and letterhead
- Logo on festival staff t-shirts as produced
- Sponsor name/logo featured in paid social media boost
- Name or logo in print marketing opportunities (i.e. schedule, posters, official guide, all-Island mailers)
- Sponsor logo featured on web & social media inclusion
- First right of refusal for next year's event
- Opportunities may occur such as official welcomes, sponsor give-aways, table displays
- Display sponsor-provided banner at event
- Sponsor name in "Thank You" on city's social media
- Sponsor recognition within announcements from entertainment stages
- On-site opportunity for sponsor-provided booth; allowed to sell or fundraise at booth
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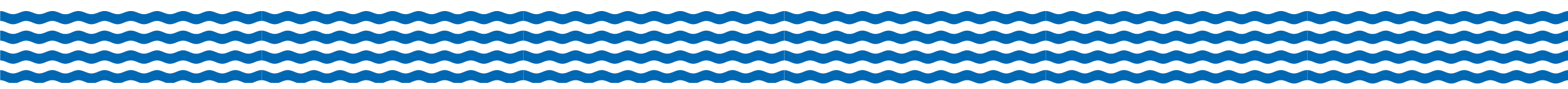
SILVER \$2,000

- Sponsor recognition on city's social media platforms
- Sponsor recognition within event announcements
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name or logo and link on city's website



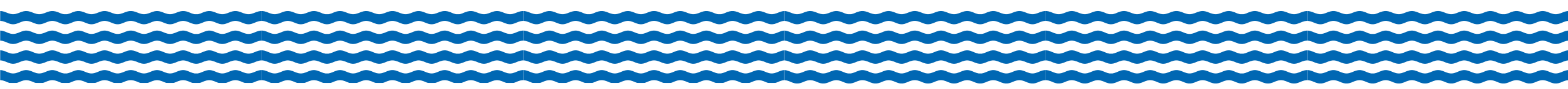
Questions or Ideas for sponsorship?
Contact [Katie.herzog@mercerisland.gov](mailto:katie.herzog@mercerisland.gov)

Disqualifying Criteria Discussion (1/2)

- Businesses that are subject to regulation or monitoring by local, state, or federal **law enforcement agencies** for regulatory compliance.
 - **Religious or political organizations.**
 - Commercial enterprises whose business is primarily derived from the sale or manufacture of **alcoholic, tobacco, or marijuana products.**
 - **Conditions that are inconsistent** with the City's mission, values, policies, and/or planning documents.
 - Profanity, obscenity, and hate speech.
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Disqualifying Criteria Discussion (2/2)

- Any Sponsorship Agreement that **will or may promote** tobacco products, marijuana, alcohol, gambling, sexually related products or services, the sales or manufacturing of firearms or weapons, or products or services that are contrary to the interest of public health, safety, or welfare.
- Other factors that **might affect or undermine the public trust or public confidence** in the City's impartiality or interfere with the efficient delivery of City services or operations.
- Any other reason as determined by the City Manager in their sole discretion.



Discussion and Next Steps

- Staff will review feedback from tonight's meeting and use it to develop a draft Sponsorship policy for Commission review at a future PRC meeting.
- Staff anticipate City Council review of this policy in Q1 2024.

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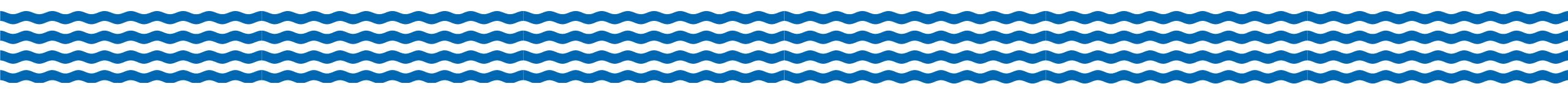
Disqualifying Sponsorship Criteria (1/3)

A. Businesses that are subject to regulation or monitoring by local, state, or federal law enforcement agencies, including the Mercer Island Police Department, for regulatory compliance (e.g., sexually oriented businesses, bars, taverns, massage facilities, gun shops, or manufacturers or sellers of firearms or weapons).

B. Religious or political organizations.

C. Organizations that, if associated with the City, **may create the appearance** that the City supports a particular religious or political point of view.

D. Commercial enterprises whose business is primarily derived from the sale or manufacture of **alcoholic, tobacco, or marijuana products.**



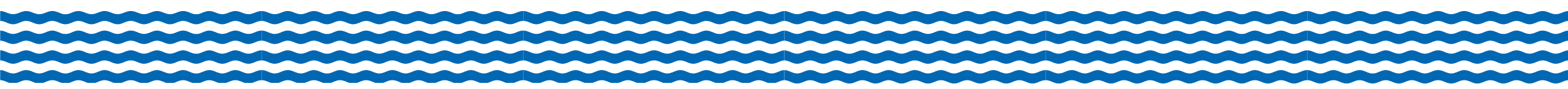
Disqualifying Sponsorship Criteria (2/3)

E. Individuals or commercial enterprises having past, present, or pending business agreements, permit approvals or other associations with the City, **if a Sponsorship Agreement would have an appearance of impropriety.**

F. Conditions that are inconsistent with the City's mission, values, policies, and/or planning documents.

G. Profanity, obscenity, and hate speech.

H. Any Sponsorship Agreement that **will or may promote** tobacco products, marijuana, alcohol, gambling, sexually related products or services, the sales or manufacturing of firearms or weapons, or products or services that are contrary to the interest of public health, safety, or welfare.



Disqualifying Sponsorship Criteria (3/3)

I. Other factors that might affect or undermine the public trust or public confidence in the City's impartiality or interfere with the efficient delivery of City services or operations, including, but not limited to, the existence of, or possibility for, conflicts of interest between the Sponsor and the City officers, employees, or City affiliates; the potential for the Sponsorship to tarnish the City's reputation or standing among its citizens, or the potential to otherwise impair the ability of City to govern its citizens, or distract the City and its officers and employees from its mission.

J. Any other reason as determined by the City Manager in their sole discretion.

